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ABSTRACT

A survey of 500 higher education institutions to identify available instructional materials in basic teaching skills relevant to university instructors resulted in a listing of producers and their products. The major focus of the study was on practical materials rather than theoretical, and teaching skills and educational issues of particular interest to health science instructors. A survey letter was mailed to health science institutions and individuals noted for expertise in faculty development; faculty development departments in liberal arts and health sciences colleges and universities; and individuals, private foundations, and commercial producers recommended by other respondents. Results were compiled into three tables: (1) audiovisual materials on teaching skills available from academic institutions; (2) audiovisual materials on teaching skills available from general resources; and (3) suggested resources for keeping current in the instructional development field. The survey indicated that few institutions have attempted to develop a "set" of such instructional materials although many have developed isolated units on basic topics. (CWM)

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Final Report

U S DEPARTMENT OF HEALTH,
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# Survey of Audiovisual Instructional Materials Available on Teaching Skills

October 24, 1978

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"PERMISSION TO REPRODUCE THIS MATERIAL HAS BEEN GRANTED BY

William D. Henderson

TO THE EDUCATIONAL RESOURCES INFORMATION CENTER (ERIC) AND USERS OF THE ERIC SYSTEM."

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## Introduction

This report will describe the results of a survey designed to determine the availability of instructional materials on teaching skills for instructors in the health professions.

The Division of Instructional Development, one of the components of the Office of Educational Resources at University of Texas Health Science Center at San Antonio, provides a variety of educational services to the faculty. These include:

1. A testing center in which faculty can have objective tests scored and analyzed. Student evaulations of instruction also can be tabulated and reported by the testing center. Test item pools can be developed and stored for subsequent retrieval.

2. A system of instructional observation in which faculty can have their presentations videotaped and/or observed to detect areas which need improvement.

3. Presentation of workshops, seminars and retreats on educational topics. For example, in May of 1978 nearly 120 dental faculty attended a three day retreat at which 10 educational workshops were presented.

4. General educational consultation in which faculty receive guidance on instructional and evaluation methods.

5. Assistance in planning instructional materials.

6. Support for faculty committees.

The Division of Instructional Development has also organized a Teaching Skills Training Program in conjunction with the School of Dentistry. The program consists of eight self-study modules on various educational topics (e.g., student assessment, lecture techniques, teaching-learning process) supported by weekly 90 minute seminars and three microteaching sessions. Over 45 dental school faculty have enrolled in the program in less than two years.

Although many faculty have expressed interest in these services, lack of time often inhibits utilization. When faculty are able to consult with Division staff, basic needs tend to emerge repeatedly, e.g., lecture skills, test construction or planning instruction materials. In addition, faculty have different levels of need when approaching the Division. Faculty with limited teaching experience seem to prefer a more personalized approach (e.g., one on one consultation with a Division staff member or the opportunity to participate in the informal seminars of the Teaching Skills Program). Experienced faculty seeking information on specific skills or issues are more willing to view audiovisual presentations or study texts independently. Of course, the personal style of the individual and time constraints also influence the format in which they receive educational consultation.

*For these reasons, it was felt that packaged instructional materials on teaching skills were needed to augment the various services of the Division.*

*A list of twenty-two educational topics was developed in the Spring of 1978 (Appendix A). Prior to initiating development at UTHSCSA, a search was conducted to determine the availability of instructional materials on these topics.*

*Approximately 500 institutions of higher education, foundations, associations, and government agencies were contacted by letter or phone during the Summer of 1978. (Inquiry in Appendix B).*

*The recommendations of faculty and educational consultants in these institutions appear in this report.*

## *Goals and Objectives of the Survey*

*The goal of the survey was to identify instructional materials on basic teaching skills (e.g., lecturing, student assessment).*

*The objectives of the survey were to:*

1. *Identify instructional materials on teaching skills which conform to the following criteria:*
    a. *Audiovisual format*
    b. *Practical (not theoretical)*
    c. *Address teaching skills and educational issues of relevance to instructors in the health sciences.*
2. *Preview and identify those materials suitable for inclusion in a Teaching Skills Resource Center and for use in the Teaching Skills Program modules.*
3. *Distribute an inventory of available materials to survey respondents.*
    a. *Identify sources of materials or information on materials*
    b. *Identify other schools using instructional materials on teaching skills*
    c. *Identify resource people*

## Discussion

Faculty development programs have been created at many universities during the past five years. Surveys by Gaff[1], Centra[2], and Crow[3], document the establishment of these programs on many campuses. For instance, Centra surveyed over 2600 postsecondary institutions in 1976 and found that over half provide staff development activities.[4]

Until the mid-70's, efforts to foster the professional development of the faculty focused on subject matter competance. This was accomplished by sponsoring sabbatical leaves, attendance at professional meetings and faculty exchange programs. However, few institutions supported programs to improve teaching skills. A survey of more than 100 schools reported by Eble in 1971 indicated that faculty almost unanimously felt that their institutions did not have an effective faculty development program .[5] Other studies by Miller and Wilson (1960)[6] and Many, Ellis and Abrams (1969)[7] concluded that there were very few well organized and comprehensive faculty development programs in higher education prior to the 70's.

Recently, several factors have combined to shift the focus of faculty development to the improvement of teaching skills. (1) Teaching improvement programs are being utilized to counteract the consequences of reduced faculty mobility. With the job market tighter, universities cannot rely on new faculty to energize the staff as much as they did in the past. (2) Various private foundations and governmental agencies provided support for faculty development programs. These include the Kellogg and Danforth Foundations and the Fund for the Improvement of Postsecondary Education. (3) Student and public disenchantment with the quality of instruction in higher education has also contributed to the faculty development movement. "Nearly every discussion of student unrest in the 60's points out the relation of that problem to the poor teaching that is often found on college and university campuses."[8] Student concern over poor teaching still exists today as evidenced by a recent national survey of 3500 university students. Eighty-two percent indicated that their instructors needed improvement in teaching skills.[9] (4) Thus, the primary stimulus for faculty development is the fact that most instructors in higher education have little or no training in teaching skills.[10] Milton and Shoben state, "College teaching is probably the only profession in the world for which no specific training is required."[11]

In health science institutions, few significant efforts have been directed toward systematic development of teaching skills for faculty and the reward systems of most institutions do not address teaching excellence.[12]

At most universities, health science instructors learn to teach by remembering how they were taught, by practicing on students and by receiving guidance from senior faculty.[13]

However, many faculty recognize the need for training in educational methods. A recent national survey by the Faculty Development Division of the Association of American Medical Colleges found that 80 percent of medical faculty desired training in teaching skills.[14] A national survey of over 1,000 dental school faculty in 1975 indicated that more than 80 percent had no training in education. However, nearly 96 percent of the respondents expressed a need for training in educational methods.[15]

A study at the University of Illinois Medical Center also indicated a high level of faculty interest in educational courses, seminars and workshops.[16]

This combination of faculty desire to improve instructional skills and student and public concern over the consequences of poor university instruction has created a climate conducive to faculty development on many campuses. These efforts to improve teaching skills have largely consisted of workshops on educational topics, student evaluations of instruction, faculty retreats, educational consultation to departments and committees, the administration of small grants for teaching improvement projects, assistance to faculty in developing courses and instructional materials, and the establishment of learning resource centers.[17]

Although few data support a relationship between participation in teacher training activity and teacher effectiveness, the importance of this type of training has received frequent endorsement in the literature of the health sciences.[18,19,20,21]

At the University of Texas Health Science Center, San Antonio, the major faculty development effort is the previously described teaching skills course which is offered at least three times per year. The course generally runs 16 weeks. Participants devote an estimated 100 hours to the program with 65 hours of independent study and 35 hours of seminars and microteaching. Participants study the following modules:

1. Teaching-Learning Process
2. One on One Clinical Instruction
3. The Lecture
4. Student Assessment
5. Small Group Instruction
6. Curriculum Development Process
7. Selecting Media and Developing Instructional Materials
8. Instructional Development Process

The program is entirely voluntary. Faculty receive no release time to participate.

In summary, concern for faculty development in the area of teaching skills has been expressed by several groups: faculty themselves, the public, legislatures, students, and professional educators. Many institutions are developing programs to address this concern. The program at the University of Texas Health Science Center, San Antonio has been briefly described as an example.

In spite of an expanding literature on faculty development, few references have been made to the use of self-study materials on teaching skills. Although several of the studies previously mentioned indicate that a variety of other methods are utilized in these programs, it is not apparent to what extent audiovisual materials are being utilized. Thus, the major purpose of this survey is to determine if audiovisual materials on teaching skills have been developed, and by whom.

## References


1. Gaff, J.G., Toward Faculty Renewal. San Francisco: Jossey-Bass Publishers. 1975.

2. Centra, J.A., "Faculty Development in Higher Education," Teachers College Record, September, 1978, Vol. 80, No. 1, pp. 188-202.

3. Crow, M.L., et al, Faculty Development Centers in Southern Universities. Southern Regional Education Board, Atlanta, Georgia, 1976.

4. Centra, p. 191.

5. Eble, K., Career Development of the Effective College Teacher, American Association of University Professors, Washington, D.C., November, 1971.

6. Miller, W.S., and Wilson, K.M., Faculty Development Procedures in Small Colleges/A Southern Survey. Atlanta: Southern Regional Education Board. 1963.

7. Many, W.A., Ellis, J.R., and Abrams, P., "In-Service Education in American Senior Colleges and Universities: A Status Report." Illinois School Research, Spring, 1969, 46-51.

8. Joseph Axelrod, "Teaching Styles in the Humanities," William H. Morris, ed., Effective College Teaching. Washington, D.C.: American Council on Education. 1970.

9. Morstain, B.R., and Gaff, J.G., "Student Attitudes Toward Teaching Improvement," Educational Record. Summer, 1977, 299-308.

10. Harris, B.M. and Bessent, W., In-Service Education: A Guide to Better Practice. Englewood Cliffs, New Jersey: Prentice Hall, Inc. 1969.

11. Milton, O., and Shoben, E.J., Jr., Learning and the Professors. Athens: Ohio University Press. 1968.

12. Miller, G.E., ed., Medical Education and the Contemporary World. DHEW Publication (NIH). Washington, D.C.: J.E. Fogarty International Center for Advanced Study in the Health Sciences. 1976.

13. Cantrell, T., "How Do Medical Staff Learn To Teach?" Lancet. September, 1973. 2:734-737.

14. Jason, H., Final Report of the Faculty Development Survey. DHEW. Bureau of Manpower, Health Resources Administration. Washington, D.C. 1977.

15. Saroff, S.A., "Educational Needs of Dental Faculty Members," Journal of Dental Education, 39:515-516, 1975.

16. Page, G.G., Foley, R.P., and Pochley, D.F., "A Survey of Interests in Teacher Training of Health Science Faculty," British Journal of Medical Education. 1975. 9:182-187.

17. *Faculty Development Centers in the Southern Universities*. Southern Regional Education Board. Atlanta, Georgia. 1976.

18. McKay, R., "Issues in Graduate Education: Training for Education in Teaching," *Journal of Nursing Education*. 1971. 10:11-20.

19. Training and Preparation of Teachers for Schools of Medicine and Allied Health Sciences: Report of a Study Group. *World Health Organization Technical Report Series*. 1973. No. 521.

20. Brundo, G.C., "In-Service Training In Removable Prosthodontics," *Journal of Prosthetic Dentistry*, 1976. 35:674-679.

21. Prentice, E.D., and Metcalfe, W.K., "A Teaching Workshop for Medical Educators," *Journal of Medical Education*. 1974. 49:1031-1034.

## *Method of Search*

*Since an open response was desired, a letter format was chosen rather than a questionnaire. Because the inquiry placed emphasis on teaching skills rather than subject matter, it was anticipated that the letter would be circulated within the institution until it reached an individual familiar with our intentions. As a consequence, it was intended that the eventual recipient should be able to respond in any way he/she saw fit. (Sample letter of inquiry in Appendix B).*

*The survey was conducted in three phases. The initial set of letters was sent out May 16 to two hundred seventy-eight (278) health science institutions and thirty (30) individuals noted for expertise in Faculty Development. Each recipient received a letter explaining the purpose of the survey and a list of the twenty-two (22) topics. The 1978 AAMC American Medical Education Directory was used as the primary source to identify individuals within each medical school to receive the letter. These individuals were generally the administrative heads of Offices of Educational Research, Educational Development or Biomedical Communications. Some school administrators were included where departments of education did not exist.*

*Similar sources provided by the American Dental Association and the National League of Nursing were used to develop a mailing list for dental and nursing schools. Only the one hundred (100) largest nursing schools were selected. One hundred nineteen (119) medical schools and fifty-nine (59) dental schools were also included in the first survey.*

*A second set of inquiries was sent out during the first week of June to about two hundred (200) faculty development departments in colleges and universities. These included liberal arts institutions as well as health science schools.*

*During the first week of July, a third set of letters were sent out. These were mailed to individuals, private foundations, and commercial producers recommended by previous respondents.*

*Slightly more than five hundred (500) inquiries have been made through September 1, 1978. Two hundred and twenty-five (225) responses have been received for a survey response rate of 45%. Follow up inquiries are continuing, primarily to individuals and schools suggested by others in the survey.*

## *Results*

*Information supplied by the respondents was tabulated and compiled into the three attached tables.*

*Table I:* *Audiovisual Materials on Teaching Skills available from Academic Institutions*

*Table II:* *Audiovisual Materials on Teaching Skills available from General Resources (e.g., Federal Government, foundations, associations, and publishers)*

*Table III:* *Suggested resources for keeping current in the instructional development field.*

*The survey indicated that very few institutions have attempted to develop a "set" of instructional materials on teaching skills such as suggested in list of topics. Many schools have developed isolated units on basic topics such as writing behavioral objectives or constructing multiple choice test items though.*

*Numerous faculty development units indicated that they were presently so occupied with the logistics of establishing a basic program and gaining acceptance within the institution that development of teaching materials was beyond their scope or needs at this time. Thus, considering the relative "newness" of the field, the general absence of audiovisual materials on teaching skills is not surprising. As more institutions develop comprehensive and well articulated programs for faculty, it can be anticipated that more substantial efforts will be made in this direction.*

*The following list indicates institutions (and addresses) which have developed substantial "sets" of materials on teaching skills or which are distributing relevant materials. Those interested in securing materials on teaching skills should start by contacting these departments. Further information on their respective projects is provided in the appropriate table.*

San Jose State University
Jerrold E. Kemp
Instructional Resources Center
Washington Square
San Jose, California 95192

San Jose State University
Ron J. McBeath
Instructional Development Service
Instructional Resources Center
San Jose, California 95192

Northwestern University
Dr. John Wick
School of Education
Evanston, Illinois 60201

Northwestern University, Center for
the Teaching Professions
Dr. Claude Mathis, Director
Northwestern Un.
2003 Sheridan Road
Evanston, Illinois 60201

Purdue University
John F. Feldhusen, Ph.D., Professor
Education and Psychological Sciences
Director, Office of Instructional Development
West Lafayette, Indiana 47907

Purdue University
Algernon R. Allen, Professor and
Director Medical Illustration
and Communication
Lynn Hall
School of Veterinary Medicine
West Lafayette, Indiana 47907

The University of Iowa
Audiovisual Center
Division of
Iowa City, Iowa 52242

Kansas State University
Stephen C. Brock
Educational Development Specialist
Center for Faculty Development in
Higher Education
1627 Anderson Avenue
Box 300
Manhattan, Kansas 66502

*University of Kentucky*
*Mrs. Charlene B. Jones*
*Assistant to the Director of*
*Student Services*
*Albert B. Chandler Medical Center*
*College of Nursing*
*Office of Student Services*
*Lexington, Kentucky 40506*

*University of Kentucky*
*Bill Pifel*
*Center for Learning Resources*
*College of Allied Health*
*Lexington, Kentucky 40506*

*Michigan State University*
*Lawrence T. Alexander*
*Professor and Director*
*Marketing Division*
*Instructional Media Center*
*East Lansing, Michigan 48828*

*The University of Tennessee*
*Learning Resource Center*
*305 Alumni Hall*
*Knoxville, Tennessee 37916*

*University of Texas Health Science Center*
*Michael Lawler*
*School of Allied Health*
*Dallas, Texas 75235*

*University of Texas Health Science Center*
*at San Antonio*
*Division of Instructional Development*
*7703 Floyd Curl Drive*
*San Antonio, Texas 78284*

*McGill University*
*Center for Learning and Development*
*West Montreal*
*Quebec, Canada H3A2K6*

*University Consortium for Instructional*
*Development and Technology*
*Dr. Robert Casey*
*Dept. of Instructional Technology*
*801 D. Waite Phillips Hall*
*University of Southern California*
*Los Angeles, California 90007*

*Dept. of the Army*
*Henry Stranu*
*Chief, Training Material*
*Support Detachment*
*ATTN: ATT SC-TP-TM*
*Tobyhanna, PA 18466*

*Aldine Publishing Co.*
*Elizabeth A. Martin*
*AV Sales Coordinator*
*529 S. Wabash Avenue*
*Chicago, Illinois 60605*

*University of Illinois at the Medical Center*
*Richard Foley, Ph.D.*
*Center for Educational Development*
*808 S. Wood Street*
*Chicago, Illinois 60612*

Appendix A

Self-Study Units on Teaching Skills

1. Lecture
2. Preparing Self-Instructional Packages
3. Planning a Teaching Unit
4. Constructing Multiple Choice Test Items
5. Developing Clinical Assessment Instruments
6. Principles of Learning
7. Learning Styles
8. Teaching Preferences
9. Using Media in Instruction
10. Writing Behavioral Objectives
11. Providing Feedback to Students
12. Group Discussion
13. Curriculum Development Process
14. Planning a Workshop
15. Verbal Questioning Techniques
16. Preparing Simple Audiovisuals Aids
17. Clinical Teaching
18. Research on Teaching and Learning
19. Programmed Lecture
20. How to Handle Instructional Problems
21. Scoring Classroom Tests
22. Developing Patient Management Problems

Appendix B

August 14, 1978

Dr. Dean Whitla, Director
Harvard-Danforth Center for Teaching and
Learning
11 University Hall
Harvard University
Cambridge, Massachusetts 02138

Dear Dr. Whitla:

Warren B. Martin, Director of the Danforth Graduate Fellowship Program, suggested that I contact you. Our department is conducting a search for instructional materials on teaching skills for instructors in higher education. Our particular focus is upon teachers in the health professions.

The attached list of topics indicates our areas of interest. I would appreciate any information which you could provide in regard to the availability of such materials at Harvard or at other institutions.

We have developed and currently offer a 100 hour faculty development course on teaching skills. The program is in its third year. Participants include clinical faculty and graduate students. The course is largely self-instructional with weekly seminars. The instructional materials would be primarily used in this course, in various other educational workshops and in a Teaching Skills Resource Center.

Thank you for your attention and cooperation.

Cordially,

William D. Hendricson
Instructional Development
Specialist

encl.

*TABLE I*

Audiovisual Materials on Teaching Skills Available
*From Academic Institutions*

*Institutions responding positively to the survey are indicated by state and type of institution: Allied Health, Dental, General Education, Health Science Center, Medical and Nursing. The material available is described adjacent to each entry.*

## *ALABAMA*

*Medical*

*Auburn University*
*Dorothy K. Pattison*
*Assistant Director*
*Learning Resources*
*School of Veterinary Medicine*
*Auburn, Alabama 36830*

- *Slides and audio tape cassette plus a written script on Objectives*
- *pre and post test*
- *suggested reading list*

*Price: $75 - First set*
*$25 - Each additional set of same program*
*Rental not possible. Possible: Preview a sample of the slides and written text.*

*Medical*

*University of Alabama*
*Dr. R.B. Jones*
*LRC Center*
*College of Medicine*
*Birmingham, Alabama 34678*

- *Trigger tapes on Learning/Teaching*

## *ARIZONA*

*General Education*

*The California State Universities and Colleges*
*Kenneth L. McWilliams*
*Director*
*Center for Professional Development*
*400 Golden Shore*
*Long Beach, Calif. 90802*

- *Systemwide approach to professional development which includes 11 campuses. They will send information regarding center sponsored activities.*

*San Jose State University*
*Jerrold E. Kemp*
*Instructional Resources Center*
*Washington Square*
*San Jose, California 95192*

- *Self-instructional extension course. Materials: Text, study guide/workbook, audio tapes and filmstrips. All can be purchased separately.*
- *Materials Cost - $86.00*
- *Textbook - $4.25*
- *Study Guide/Workbook/tape scripts in album cover - $3.50*
- *10 audio cassettes and five 35mm color filmstrips - $65.00.*
- *Topics:*
- *Goals, Topics and General Purpose*
- *Learner Characteristics*
- *Learning Objective*
- *Subject content*
- *Pre-Assessment*
- *Teaching/Learning Activities, Resources*
- *Support Services*
- *Evaluation*

*General Education*

*San Jose State University*
*Ron J. McBeath*
*Instructional Development Service*
*Instructional Resources Center*
*San Jose California 95192*

- *Faculty Self Appraisal and Development Management*
- *Series of texts and workbooks. (Brochure on Price and Titles)*
- *Video tape (Lecturing styles). Send one-hour tape - $49.28 (1 copy) NO PREVIEW POLICY*

## *COLORADO*

*Medical*

*University of Colorado*
*Norman Fringer*
*Biomedical Communications*
*Office of Educational Services*
*Medical Center*
*42000 E. 9th Avenue*
*Denver, Colorado 80220*

- *Currently reviewing policies on sharing and cataloging of software material.*

## CONNECTICUT

### Dental

University of Connecticut Health Center
M.L. Durand
School of Dental Medicine
Farmington, Connecticut 06032

- Catalog Announcement
Audiovisual Resources 1978
Limited number have been printed
Price - $15.00 per copy
Lyman Maynard Stowe Library

## DELAWARE

## DISTRICT OF COLUMBIA

## FLORIDA

*University of Miami: Florida Center for Teacher Training Materials*
*Coral Gables, Fla. 33124*

- *Catalog: Competency Based Teacher Training Materials (Produced for use in planning preservice and inservice programs for educational personnel)*

## GEORGIA

## IDAHO

## ILLINOIS

### General Education

**Northwestern University**
Dr. John Wick
School of Education
Evanston, Ill. 60201

- Series slide/tape units on statistical methods, survey techniques and research design. These are designed for self-instructional use.

**University of Illinois at Urbana-Champaign**
Nancy A. Diamond, Coordinator
Office of Instructional Resources
205 South Goodwin
Urbana, Ill. 61801

- Booklet: Improving Your Lecturing, Diamond, Nancy A., et al. (First in a series of monographs and videotapes) Copies available at cost.

**Northwestern University**
Dr. Peter Frey
Cresap Laboratory
Evanston, Ill. 60201

- Robert J. Menges, "Teaching-Learning Experiences for College Students and Other Adults: A Selected Annotated Bibliography". Occasional Paper Number 12, 1976. 51 pp. - $1.50

**Northwestern University, Center for the Teaching Professions**
Dr. Claude Mathis, Director
Northwestern Un.
2003 Sheridan Road
Evanston, Ill. 60201

- Mathis and his colleague, Robert Menges, have produced "Video Vingettes" of critical incidents in teaching. These have been successfully used in faculty development workshops.

## INDIANA

### General Education

**Indiana University**
Pat Wetmore
Audiovisual Center
Bloomington, Indiana 47401

- Preview Policy: No charge except for postage - available for purchase. Rental: 1 to 5 days at the listed rental rate.
- Concepts and Patterns in Teacher-Pupil Interaction, Protocol film service includes 10 16mm motion picture plus instructor's manual, $1,440; Videocassette format, $1,010. Individual titles may be purchased separately (Target audience - middle school and high school)
- Copying and Duplicating Process, 1973, Set of 6 sound filmstrips with audiocassette and one copy of the handbook - $72; Content: Thermal Copy, Photocopy, Electrostatic Copy, Diazo Copy, Screen Stencil, Carbon Transfer.

*Indiana University (cont)*

- *Critical Moments in College Teaching Series*
  *(Series of 4 tapes)*
  *Tape I - color, $130 - 24 min.*
  *Tape II - Color, $130 - 25 min.*
  *Tape III - Color, $130*
  *Tape IV - Color, $160*

- *Strategies in College Teaching Series*
  *(Series of 4 tapes)*
  *Tape I - Color, $190 - Observing Teaching, 50 min.*
  *Tape II - Color, $190 - Leading Discussion - Whole Class, 49 min.*
  *Tape III, Color, $190 - Media in the Classroom, 48 min.*
  *Tape IV - Color, $130 - Effective Grouping Techniques, 24 min.*

- *Media for Presentations, 16mm - Color, $195, 20 min. (Media represented - charts, graphs, photographs, presentation boards, overhead and opaque projectors, slides, filmstrips, 16mm and 8mm film, TV, videotape and audio media.*

*Purdue University*
*John F. Feldhusen, Ph.D., Professor*
*Education and Psychological Sciences*
*Director, Office of Instructional Development*
*West Lafayette, Indiana 47907*

*Set of lessons, tapes and booklets, $85,*
*Complete list of titles:*

- *An Instructional Model for College Teaching*
- *Behavioral Objectives*
- *Affective Objectives*
- *Knowing Students*
- *Innovations in College Instruction*
- *Lecturing as Communication: Problems and Potentialities*
- *Lecturing: Overcoming the Barriers to Communication*
- *Teaching Thru Discussion*
- *Instructional Technique: Media, Materials, and Methods*
- *Philosophy of Classroom Testing*
- *Minicourse in Writing Test Items; Essay Versus Objectives; Constructing and Grading Essay Items*
- *A Minicourse in Writing Test Items; The Objective Test; The Test as a Whole*

*Medical*

*Purdue University*
*Algernon R. Allen, Professor and Director Medical Illustration and Communication*
*Lynn Hall*
*School of Veterinary Medicine*
*West Lafayette, Indiana 47907*

- *A Guide to Lesson Preparation for Veterinary Medicine, (Book in preparation)*

*Nursing*

*Indiana University, School of Nursing*
*Dr. Jim Nitos*
*Dept. NICER*
*1100 West Michigan St.*
*Indianapolis, Indiana 46202*

*I.T. modules in a programmed workbook format:*
- *Module I, Setting Instructional Objectives*
- *Module II, Writing Test Questions*
- *Module III, Analyzing Test Results*
*(of limited value because it describes the the University's computerized test scoring service)*

*IOWA*

*General Education*

*The University of Iowa*
*Audiovisual Center*
*Division of*
*Iowa City, Iowa 52242*

*Rental Requests (no preview privileges) Preview service is available without charge on site renting policy. May not be loaned to other groups, organizations or individuals without permission from film rental source - no admission charges - may not be reproduced. Price: 3-day rental - price noted in film description, 5-day (add 50% quoted price), 10-day (double quoted price)*

- *Fluency in Asking Questions. S28255 College-Adult - DCOF-GNRLLC 1968, 9 min., Color, $6.25 (Question process and how it aids instruction)*

- *Lecturing - S28256 College-Adult - DCOF-GNRLLC 1968, 9 min., Color, $6.25 (Methods of lecturing)*

- *Planning for Personal and Professional Growth - S48618 - College MCHT-MCHT- 1956, 18 min., B&W, $7 (Why teaching can be rewarding or frustrating experience)*

- *Probing Questions - S28257 - College-Adult - DCOF-GNRLLC 1968, 9 min., Color, $6.25*

- *Reinforcement - S28258 - College-Adult - DCOF-GNRLLC 1968, 9 min., Color, $6.25*

- *Carl Rogers: On Facilitating a Group - U50536 - College AMPERGA 1970 - Color - $13.80 - Quality of Personal Interaction From the Distinguished Contributors to Counseling Series.*

- *Chalk Talk on Counseling - U40215 - College-Adult FMSP 1977 - 21 min., Color, $15.25 - Excellent orientation for all staff and volunteer counselors.*

The University of Iowa (cont)

- Cipher in the Snow - S48719 - College-Adult BYU 1973 - 24 min., Color, $11.60 - Shows the effect of neglect and unconcern.

- Conversation with B.F. Skinner - S48698 - S/College/Adult - CRMP-CRMP, 1972 - 23 min., Color, $12.10. (Comments on basic principles of behaviorism and answers criticisms of Beyond Freedom and Dignity and Walden Two)

- A Demonstration of Behavioral Processes by F.F. Skinner - U56987 - College-Adult - APPLE-PH - 1968, 28 min., Color, $15.25. (Demonstrates his classic principles of operant conditioning)

- Dr. B.F. Skinner, Part I - U65010 - College-Adult - ASF1-1967, 55 min., B&W, $13.20 (Interview theories of stages of psychosocial development)

- Dr. Gordon Allport, Part I - U65009 - College-Adult - ASF1-1967, 55 min., B&W, $13.20 (Reactions to Freudian Theory and his contribution to personality and theory)

- Ego States - S58702 - College-Adult - OMC-MMA-1974 - 30 min., Color, $16 - Introduces Transactional Analysis

- Maslow and Self Actualization - Parts I & II S58701 - College - PSYCHF-PSYCHF, 1968, 60 min., Color, $29.15 (discusses self-actualization and elaborates on research dealing with honesty, awareness, freedom and trust)

- The Audio-Tutorial System - College - PUAVC-1968 - 24 min., Color, $9.20 - Purdue Un. Dept. of Botany (Incorporating teaching devices as an essential part of the pedogogical process)

- Large Group Instruction - U56603 - College-Adult - STNFRD-1968, 28 min., Color, $14.45 (Large group individual instruction - time-space, staff cost considerations, organization dimensions, following - variational presentation, context of instruction)

- Small Group Instruction - U56602 - College-Adult - STNFRD-1968, 28 min., Color, $11.45 (Determination of group membership, problem solving, spacing of group meetings)

The University of Iowa (cont)

- Teacher and Technology - U65013 - College - Adult - OSUMPD-1968, 49 min., B&W, $12.85 (Ways technology is being used to meet problems of teaching large groups and to meet the need of individuals)

- Chalkboard Utilization - U33640 - College - Adult - WITKH-MGHT - 1953, 16 min., B&W, $7.95 (Five different methods - The Template, Comic Drawing, The Grid, The Pattern, Hidden Chalkboard)

- Communication Conference - College - Adult - OSUMPD-1967, 31 min., B&W, $8.85 (Changing role of teachers)

- Communication: The Nonverbal Agenda U50369 - College-Adult - CRM-MGHT-1975 - 30 min., Color, $18.45 (Examples of body language, eye direction and other non-spoken signals.

- Instructional Media - p. 43, Several entries on Dry Mounting, The Opaque Project - U23219

- Using Values Clarification - U50447 S-C-9-MEDV-1976, 28 min., Color, $16.10 (Explains how students and teachers can master the valuing process and apply it)

- Group Dynamic: Group Think - US48746 - College-Adult - CRM-MGHT-1973, 22 min., Color, $15.45 (Irving J. Janis dramatizes situation that analyzing cohesive groups are susceptible to this phenonenon)

- Transactional Analysis - U50367-S-C-A CRM-1975, 30 min., Color, $18.45 (Describes and illustrates that TA is used to improve interpersonal relationships. Designed to stimulate discussion)

## KANSAS

General Education

Kansas State University
Richard E. Owens, Director
Office of Educational Improvement and Innovation
215 Fairchild Hall
Manhattan, Kansas 66506

- Booklet: Guide for Preparing Exams (can provide them for printing costs and postage)

*Kansas State University*

*Stephen C. Brock*
*Educational Development Specialist*
*Center for Faculty Development in Higher Education*
*1627 Anderson Avenue*
*Box 3000*
*Manhattan, Kansas 66502*

*Booklets:*

- *PG-01 Answering and Asking Questions, Cashin, Brock, Owens (17 pp) $1.00*
- *PG-02 Preparing Examinations, Owens and Cashin (17 pp) $1.00*
- *PG03 Aspects of Lecturing, Brock (15 pp) $1.00*
- *PV-01 Teaching the Large Introductory College Course, Compiled by Brock (10 pp) $1.00*
- *CM-05 Teaching Effectiveness Bibliography, Brock and Cashin, $.80*
- *Practitioners views on ... Interdisciplinary Studies at the College Level*
- *Practical Guide - Using Audio Visuals Aids*
- *Practical Guide - Guiding (not leading) Discussions*
- *Practitioner's views - Instructional Guides in College Teaching, A 3-Stage Model*
- *Practitioner's views - Teaching with Audio Visual Aids*

## *KENTUCKY*

*Nursing*

*University of Kentucky*

*Mrs. Charlene B. Jones*
*Assistant to the Director of Student Services*
*Albert B. Chandler Medical Center*
*College of Nursing*
*Office of Student Services*
*Lexington, Kentucky 40506*

- *Audio-visual materials are now being indexed and catalogued. Contact: Ms. Pamela Keogh, Media Development Specialist.*

*Allied Health*

*University of Kentucky*

*Bill Pifel*
*Center for Learning Resources*
*College of Allied Health*
*Lexington, Kentucky 40506*

- *TIPS (Teaching Improvement Project System) Texts and AV Material - 13 modules (Workshop Format) Accompanying videotapes and trigger films.*

University of Kentucky (cont)

Topics:

1. Questions
2. The Demonstration
3. Effective Communication Skills in Teaching
4. The Lecture
5. Pre-Instructional Analysis Process

## MAINE

## MARYLAND

### Dental

The University of Maryland
Suzanne Grefsheim
Media Specialist
Division of Educational and Instructional Resources
School of Dentistry
666 W. Baltimore St.
Baltimore, Maryland 20201

Catalog: "Instructional Media available through Independent Learning Center, 1977-78" (No rental or preview policy) on a sent out basis - Must go to institution- Prices - All slide/tape - $30 each (Videotape: 10 min. - $60; 20 min. - $75; 30 min. - $85; 60 min. - $100)

Entries that pertain to teacher education.

- ST-009 Developing Self-Instructional Materials for Dental Education: An Instructional Model
- ST-010 Producing and Publishing a Student Newspaper
- ST-003 Testing and Measurement: I. Multiple Choice Questions.

- ST-004 Testing and Measurement: II False-True, Matching, Completion Test

- ST-005 Testing and Measurement: III Essay Questions

- ST-006 Testing and Measurement: IV Item Analysis

-ST-007 Testing and Measurement: V Objectives

Media in Instruction:

- ST-001 Advantages and Disadvantages of Slide/Tape Program

- Slide - 018 Bell and Howell Model 1552 Autoload

- Film Strip 200 - Carbon Transfer

- S-011 Cold Mounting

- S-015 Color Rift Transparencies

- TV-41A Dentist and TV

- FS - 201 Diazo Copy

- S-014 Dry Mounting with Heat Press

- FS-202 Electrostatic Copy

- S-016 Heat Laminating

- TV-222 How to Perform on TV (3 min.)

- TV-1740 Intra-Oral Photographic Technique

- S-019 Kodax Carousel Extagraphic

- S-012 Lettering and Seal Dry Mounting

- FS-203 Photo Copy

- S-017 Projection Optics, Model 20005

- FS-204 Screen Stencil

- S-013 Thermofax Trans.

- TV-35A TV Utilization

- TV-020 Introduction to Synchronized Slide/Tape System

- TV-131A Interview Techniques

The University of Maryland (cont)

T = Audiocassette

- T-601 Team Lectures, 1974, 1. Introduction to Team
- T-602, 2. Planning
- T-603, 3. Planning and Decision Making
- T-604, 4. Planning and Organizing for Efficiency
- T-605, 5. Job Satisfaction and Motivation
- T-606, 6. Directing: Supervisory Effectiveness
- T-607, 7. Group Leadership Methods
- T-608, 8. Directing: Training and Behavior Change
- T-609, 9. Control
- T-610, 10. Staffing
- TV-193, Trigger Tapes: Obnoxious Patient, The Vanishing Dentist, The Hardheaded Supervisor

Oral Health Care Division:

- TV-M72 - Interpersonal Communication with Colleagues, I
- TV-M70 - Interpersonal Communication with Patients, II
- TV-M71 - Interpersonal Communication with Patients, III
- TV-M73 - Interpersonal Communications with the Denture Patient
- TV-240C - The Teacher (21 min.)
- ST-018 - Transactional Analysis: The Ego States and Basic Transactions
- T-230A - The Dentist as Human, (EMD Series, 10 min.)

## MASSACHUSETTS

### Dental

**Harvard School of Dental Medicine**
Gerard C. Kress, Jr., Ph.D.
Director of Educational Research
188 Longwood Avenue
Boston, Mass 02115

Videotape, $55 - includes postage, no rental

- Video, the Medium in Medicine (Overview of the uses of TV in health professions in an educational setting)

### General Education

**Massachusetts State College System**
William P. Haas
Vice-Chancellor for Academic Affairs
53 State Street
Boston, Massachusetts 02109

(Willing to make arrangements to share produced videotapes. They are designed to be used as a springboard for a more in-depth study of the subject introduced. General length - hour - 1976)

- Competency Based Education, Rachel Brake, State of Michigan (Exposing faculty to the concept of CBE)

- Individualizing Instruction, Nancy Soper, State of Michigan (A taped workshop aimed at helping faculty understand how to individualize instruction and learning)

- Cognitive Mapping: An Alternative Pathway to Student Learning, Joseph Hill, Pres. Oakland Community Col. (Awareness of personal Cognitive Styles should result in increased learning)

- Visual Thinking and Learning, Donal Brigham, Director Visual Arts Center, Attleboro, Mass. (Discusses visually oriented learners and how to effectively instruct them)

## MICHIGAN

### Dental

**The University of Michigan**
Charles Wallace
School of Dentistry
Ann Arbor, Michigan 48109

Catalog: (prices subject to change June 30, 1978) Purchase and preview forms in back of catalog. Preview: $15 for each program (videotapes, slide/tapes, filmstrips) Retu within 10 days. Cost not deductible from purchase price, videotapes produced in U-matic format with audio on track 2. Also available Quadruplex IVC Helical, and EIAJ-1 formats) Filmstrip cassettes supplied w/one of 3 cue tones. 1) 1000 Hz on cue track, 2) 50 Hz on voice track, 3) 440 Hz audible chime (When ordering specify cue tone)

*The University of Michigan (cont)*

- *Reactions to the Pilot Program in Dentistry, #159-3, 13.29 min., 1975, $45, (Talk show about problems students and faculty incur in pilot program in dentistry.*

- *Media and the Pilot Program in Dentistry, H203-3, 10.43 min., 1974, $45, (An overview of the use of media in pilot program in dentistry)*

- *Developing the Pilot Program in Dentistry, #454-1, 15.25 min., 1976, $45, (Overview of steps taken to develop an individualized program. Overview of department shown)*

- *Intro to the Pilot Program in Dentistry, #376-3, 4.05 min., 1976, (Discussion of progression of Pilot Program in Dentistry)*

- *Delivering an Individualized Curriculum, #417-4, 12.23 min., 1976, $45, (Discusses design of the student study center and methods of delivering individual material to students. Faculty and students discuss changes in learning and teaching methods. Studies are presented on pilot program student's personality traits.*

- *Achievements in the Pilot Program in Dentistry, #411-2, 19.25 min., 1975, $45, (Describes methods in instructional design and development. 2 courses developed at Un. of M. presented)*

- *Trigger Tapes on Learning/Teaching, Part III, #177-2, 12.46 min., 1972, $45, (Student-instructor interaction involving counseling of academic and personal problems)*

- *Project 119-Trigger Tapes on Learning/Teaching, Part I, #138-1, 26.00 min., 1972, $50, (Designed to generate discussion about clinic ethics)*

- *Project 119-Trigger Tapes on Learning/Teaching, Part II, #177-1, 27.48 min., 1972, $50, (Aids for becoming a more effective instructor)*

- *Media - It's Role in the Pilot Program in Dentistry, #479-2, 12.14 min., 1966, $45*

- *Dental Education - 100 years at the University of Michigan, #318-1, 28.38 min., 1975, $50, (Traces the history of Un. of M. Dental School from its beginning in 1875 to present)*

The University of Michigan (cont)

- Lion Visits the Dentist, #141-3, 12.05 min. 1972, $45, (Puppet presentation for pre-school and primary grade children. Story of first appointment. Procedure in the dental clinic.

General Education

Michigan State University
Lawrence T. Alexander
Professor and Director
Marketing Division
Instructional Media Center
East Lansing, Michigan 48828

Guides for the Improvement of Instruction (pamphlet) Davis, Robert H.; Alexander, Lawrence T.
Titles:
- Writing Useful Instructional Objectives
- Task Descrip. and Task Analysis
- Eval. Inst.
- Effective Use of Media
- The Lecture Method
- The Discussion Method
- Individualized Instruction
- Field Exp.
- The Laboratory
- Simulation Techniques
- Choosing Instruction Techniques
- The Systematic Design of Instruction
- Glossary of Terms (designed to be used by individual faculty members in higher education - guides useful as part of in-service workshops. 75¢ each plus shipping)

Western Michigan University
Howard Poole, Head
Office of Instructional Development
Division of Instructional Communication
Kalamazoo, Michigan 49008

- Communications Exchange Program for Instructional Development (will send a mailing list of institutes sharing instructional development activities and a package of materials on the history and scope of activities of his department)

- Are you Ready for Employee Evaluation? 14 min., 2 examples of how not to handle employee interviews.

- Of Women and Man, 3 hrs., Views men and women in new roles relating to each other in different ways.

Medical

The Un. of Michigan Medical Center
Louise W. Garman, M.A., Manager
Media Library
The Towsley Center for Continuing Medical Education
Ann Arbor, Michigan 48109

Preview Policy - $15 each program, 5 days each, slide/tape prod.

- #916 Still Media: Production Process $75.

- #917 Still Media: Program Design $75.

The Un. of Michigan Medical Center (cont) 3 Catalogs:
- Media Library - U. of Michigan
- Flyer-Book: Strategies for Improving Visual Learning
- Book: A Guide for Improving Visualized Instruction

Nursing

Wayne State University
Mrs. Joy Schermer
Assistant Director
DENT Project
Detroit, Michigan 48202

Catalog: DENT (Directions for Educational Nursing via Technology) 1977-78; Preview Policy: VIA 16mm Film; Rental charge: $15/day/ B&W; $20 color, handling charge $3.95, additional days prorated. Sale: 16mm film - $200 B&W; $245 color. Videotapes - $150 (volume order discount) Order from: Dent Project, Wayne State U., 5537 Cohn Blvd., Detroit, Mich., 48202 (Content Oriented)

## MINNESOTA

## MISSISSIPPI

General Education

University of Southern Mississippi
Dr. Linda Lanmon
Instructional Developer
Teaching Learning
Resources Center
Southern Station, Box 82
Hattiesburg, Miss. 39401

Self Instructiona Unit: Developing Instructional Materials. It can be used as a self-instructional package or as a group exercise with small to medium sized groups. *A copy of the unit and accompanying materials will be provided at no cost.

## MISSOURI

## NEBRASKA

*General Education*

*University of Nebraska*
*Teaching and Learning Center*
*Lincoln, Nebraska 68508*

*PROJECT TEACH - (videotapes on teaching chemistry or any science)*

## NEVADA

*Nursing*

*University of Nevada*
*Mildred Harmon, R.N.M.S.*
*Chairman, Learning Resources Com.*
*Orvis School of Nursing*
*Reno, Nevada 89507*

*In Process of Relocating - Inquire next year.*

## NEW HAMPSHIRE

*General Education*

*Dr. Wm. M. Smith*
*Director, OISER*
*Office of Instructional Services and Educational Research*
*Dept. of Psychology*
*Webster Hall*
*Hanover, New Hampshire 03755*

*Booklet:*
*- Large Course Instruction, 1977*
*Ed. - G.L. Wolford and W.M. Smith*

## NEW JERSEY

## NEW MEXICO

## NEW YORK

### Medical

**State University of New York**
Paul L. Grovel, Ph.D.
Assistant Professor and Director
Upstate Medical Center
766 Irving Center
Syracuse, N.Y. 13210

CATALOG: Division of Educational Communication, State U. of N.Y. - Jan,- 1977.
Preview Policy: $15 - 3-day period.
3/4" Sony U-matic VC
Mr. Bobrow, Assistant Dir. for Adm.
Div. of Ed. Comm.; S.U.N.Y.
- Slidetape, ST74-2, Design and Implementation of a Self-Instructional Course in Neuroscience, James Waldron and J.A. Day, 25 Min., sd., 57 35mm slides.

### General Education

**Cornel University**
Dr. James B. Maas
214 Uris Hall
Department of Psychology
Ithaca, New York 14853

Rental/Preview - $50 - 3-day period, Films:
- Alternatives for Learning Audio Tutorial Information
- Computer Assisted Instruction
- Gaming and Simulation (can be effectively used as a preparation for, or in combination with field experience)

**Syracuse University**
Robert M. Diamond
Assistant Vice-Chancellor
Center for Instructional Development
115 College Place
Syracuse, N.Y. 13210

- Research Report No. 1, Student Involvement on Course Redesign, 45 pp, CIDRR-1, $1.50, 1973.
- No.8 - The Development and Use of the Adj. Rating Scale, A measure of attitude toward courses and programs. 1976, 106 pp., CIORR-8, $5.00
- The Communications Process, A Look at How Messages are Sent, 1973 - 47 pp., CID-C6, $2.00, P.3, Instructional Tech. Booklets on AV Materials.

## NORTH CAROLINA

### Dental

**The University of North Carolina**
J. Bernard Machen
Assistant Professor and Director
Office of Dental Education
Chapel Hill, North Carolina 27514

Self-Instructional slide/tapes:
- Constructing Multiple Choice Test Items
- Writing Behavorial Objectives

## OHIO

### General Education

Ohio Wesleyan University
Stephen C. Scholl
Dean of Educational Services
Del., Ohio 43015

- Scholl, Stephen C. and Inglis, Sandra C. Teaching in Higher Education
- Feadings for Faculty, OWU Bookstore, Ohio Wesleyan U., Del., Ohio 43015

### Medical

Ohio Regional Medical AV Center
Delayne Hudspeth
110 Hamilton Hall
1645 Neil Ave.
Columbus, Ohio

(Developing self-instructional packages)

## OKLAHOMA

## OREGON

## PENNSYLVANIA

## SOUTH CAROLINA

### Medical

**Medical University of So. Carolina**
Mary Ashley Gardner
Field Representative
Division of Continuing Education
Medical University of South Carolina
171 Ashley Avenue
Charleston, South Carolina 29403

Catalog - Videocassette Library in State: Non-members of Health Com. Network; Previewing not allowed; Rental - 2 wks.; $20 per 30-min. VC - $28 per 60-min. VC; Penalty- $1 per day overdue; Rental fee does not apply toward Purchase Price. Purchase - $30 per 30-min. VC, $50 per 60-min. VC (Policy the same for individuals) Out of State: Rental of VC will not be permitted. Institutions: Preview allowed for 3 days at $18 per program segment. Penalty $1 per day overdue, Purchase: $80 per 30 min. VC - $100 per 60 min. VC, preview cost may be applied to the purchase price. Individuals: Considered for preview and purchase only. Rates - Purchase - $80 per 30 min. VC; $100 per 60 min. VC, Preview cost may be applied to purchase price.

- HCN-37, The Medical Interview (Art of the Medical Interview) Simulation, 1968 60 min. B&W

- HCN-76, Trends in the Health Care Education and Training Field - Part I (changes need for all hospital educators) 1974 - 45 min. color.

- HCN-77, Trends in the Health Care Education and Training Field - Part II (meaning and purpose of an educator and hospital as an educational device) 1974, 59.50 min., color.

## TENNESSEE

### General Education

**Memphis State University**
G. Douglas Mayo, Director
Center for Instructional Service
and Research
Memphis, Tennessee 38152

*Will distribute examination copy of an educational monograph being published.*

**The University of Tennessee**
Learning Resource Center
305 Alumni Hall
Knoxville, Tennessee 37916

*Pamphlets: Teaching-Learning Issues Series:*

- No. 16, Spring,1971, Evaluating Instruction/ Learning/Perceptions
- No. 18, Winter, 1972, Accountability
- No. 26, Fall, 1974, Curriculum Innovation: Three Dimensions
- No. 27, Winter, 1975, On the Other Side of the Ivy
- No. 29, Fall, 1975, Proposal to Increase Value Considerations in Our Curricula
- No. 31, Spring, 1976, Unleashing Tests
- No. 32, Fall, 1976, Research vs Teaching
- No. 33, Winter, 1977, Tests: Useful Servant or Masters of Reality
- No. 34, Spring, 1977, Extending Humanistic Scholarship Beyond Its Traditional Setting
- No. 35, Fall, 1977, Graduate Student Admissions Policies: The Mythological Meritocracy
- No. 37, Spring, 1978, The Handicapped Student: From Access to Performance
- New Directions for Education and Work, $15 Personal) -(Inst.) $25.
- New Directions for Instructional Research $15 (Personal) - $25 (Inst.

## TEXAS

### Allied Health

*University of Texas Health Science Center*
*Michael Lawler*
*School of Allied Health*
*Dallas, Texas 75235*

- *Dr. Carol Graham, The Development of Self-Administered Learning Modules*
- *Dr. Graham and Dr. Lawler, PAC's: Procedures for Assessing Competence, 1 1/2 - 2 day workshop*

*University of Texas Health Science Center at San Antonio*
*Division of Instructional Development*
*7703 Floyd Curl Drive*
*San Antonio, Texas 78284*

*Multimedia Instructional Modules:*

- *Teaching Learning Process*
- *Curriculum Development*
- *One-on-One Clinical Teaching*
- *Small Group Teaching*
- *Instructional Development Process*
- *Selecting Media and Developing Instructional Materials*
- *Student Assessment*
- *Lecture Techniques*

*(These are self-study materials which are primarily in printed form, supplemented by videotapes. They are used in a faculty development course offered each semester on this campus)*

### General Education

*The University of Texas at Arlington*
*Mary Lynn Crow*
*Suite 2, Library Basement*
*UTA Box 19359*
*Office of the Vice-President for Academic Affairs*
*Arlington, Texas 76019*

- *Campus Teaching, Newsletter*
- *Teaching and Learning, a course for instructors in higher education, Price, $6 per module, $55 per set.*

*The University of Houston*
*2700 Bay Area Blvd.*
*Houston, Texas 77004*

*Slide cassette program on individual study lab/module approach.*

- *Needs assessment*
- *Design of flow charts*
- *Writing objectives*
- *Learning act.*

## UTAH

## VIRGINIA

### Medical

*Medical College of Virginia*

*Carol L. Hampton, Assistant Professor*
*Biomedical Communications Specialist*
*Visual Education Department*
*Box 62*
*Virginia Commonwealth University*
*MCV Station*
*Richmond, Virginia 23298*

- *Handbook on Written Simulations, Monograph, 87 p., 1975. (designed to assist faculty in constructing written simulations used primarily in workshop settings, $10.*

- *If the Medium Fits, Use It! (Self-Instructional Package) 1975, 30 p. (Aids in identifying objectives, and identifying the proper AV material to reinforce the obj.) $10.*

- *Operation of the Sony Portapac Video-recorder, Making Your Own TV Tapes, (Self-Instructional Package), 1975, 25 p.*

- *The Project Method of Teaching, Unit I: Introduction, Self-Instruction, 1973 STUDENTS, (how to plan, do and evaluate a project). Aids in preparing students to participate in curriculum planning) $10.*

*N.B. will give information on workshop techniques they have developed.*

- *Basic Interviewing Techniques, 1973, VC*

- *Between Doctor and Patient "How informed must consent be?", 1976, VC*

- *Communication Problems with Aged Patients, 1975, (audiocassette)*

- *The Physician and the Patient's Religion, 1963, VC*

- *The Physician as Double Agent, 1977, VC*

Medical College of Virginia (cont)

- What Rights do Patients Have?, 1973, VC

Audio Visual Aids, Video

- Camera Technique for Videotape, Minn. Mining and Mfg. Co., 1974 (VC-554-760019-, 1974)

- How to Perform on TV, Minn. Mining and Mfg. Co., 1974, (VC-554-76020-, 1974)

- How to Prepare a Videotape Program, Minn. Mining and Mfg. Co., 1974, VC - 554-760021, 1974.

- Lighting for Videotape Production, Minn. Mining and Mfg. Co., 1974, VC-554-760022, 1974.

- A Practical Guide to Sets and Props for Video, Minn. Mining and Mfg. Co., 1974, VC-554-760023-1974.

- Set Up, Care and Operation of the Videotape System, Minn. Mining and Mfg. Co., 1974, VC-554-760024-1974.

Education, Research

- Applying for Internships and Residencies (D. Mohler) School of Medicine U.V. 1977 VC-770201-1977.

- The Cost of Medical Education: Who Should Pay? (T. Hunter) School of Med. U.V. 1977, VC-M36-2/9/77-778051-1971.

- From Students to Physicians: A Sociological Study of Medical Education at U. of V., 1976.

- Is There a Crisis in Medical Education? Facts and Myths (K. Crispell) 1976.

- Problems of Black Students in Medicine (T.H. Hunter) 1976.

- The Public Education Program of the American Cancer Society, 1973.

- Residencies and Manpower, 1976.

## WASHINGTON

*University of Washington*
*David M. Irby, Ph.D.*
*Director, Kellogg Allied Health Education Project*
*Office of Research in Medical Education*
*E. 312 Health St.*
*Seattle, Washington 98195*

*Self-Assessment Instruction for Clinical and Classroom Team Medicine monograph*

*University of Washington*
*Marion Johnson*
*Assistant Director*
*WAMI Program*
*School of Medicine*
*Seattle, Washington 98195*

*Learning Resources Catalog (videotapes)*
- *Achieving Visual Reinforcement, #V-MIS-8 (Teaching faculty how to use TV as a teaching tool) 10 Min, 1974.*
- *CTS Slide Show, #V MIS-11 (Videotape of multimedia presentation) 14.49 Min, 1977*

*Upon review request they will send info. on lending requirements and limitations.*

## WEST VIRGINIA

## WISCONSIN

## FOREIGN ACADEMIC INSTITUTIONS

### BRITISH COLUMBIA

*University of British Columbia*
*Victor Doray, Director*
*Miomedical Communication*
*Rm. B32, Irc.*
*2075 Westbrook Mall*
*Vancouver, British Columbia V6T1W5*

*Annotated catalogue of their holdings will be available in July - over 300 titles, Cost - $5.00.*

### CANADA

*McGill University*
*West Montreal*
*Quebec, Canada H3A2K6*

*-Improving Teaching and Learning (Self-study series on teaching - all topics)*
*The McGill University Centre for Learning and Development has prepared nine modules and a Manager's/User's*

*McGill University (cont)*

*Guide on teaching and learning. These self-instructional modules are aimed at the teacher on campus - from new graduate student teaching assistants to experienced professors - who wish to examine their teaching methods.*

*Modules available:*

- *#1: Intro to the Basic Principles of Systematic Instruction*
- *#2: Writing Learning Objectives*
- *#3: Designing Instructional Modules*
- *#4: Characteristics of Effective Instruction*
- *#5: Student Motivation: Fostering Positive Attitudes Toward Learning*
- *#6: Constructing Tests*
- *#7: Grading*
- *#8: Course Evaluation*
- *#9: The Instructor and Student Skills*

*Manager/User's Guide*

*TABLE II*

AUDIOVISUAL MATERIALS AND SERVICES ON TEACHING SKILLS
AVAILABLE FROM GENERAL RESOURCES

*(Included in this table are listings of relevant audiovisual material available from Associations, the Federal Government, Foundations and Publishing Companies that were brought to our attention.)*

## *ASSOCIATIONS*

*American Association for Higher Education*
*One Dupont Circle Suite 780*
*Washington, D.C. 20036*

*NEXXUS (700) 424-9775*
*A telephone service that puts the caller in touch with those who have information about various aspects of higher education.*
**NOT TOLL FREE*

*American Dental Hygiene Assoc.*
*211 E. Chicago Avenue*
*Suite 1616*
*Chicago, Illinois 60611*

*Book: Curriculum Objectives ($80.00)*

*American Lung Association*
*Nydia Muniz*
*Secretary*
*1740 Broadway*
*New York, N. Y. 10019*

*Topic: The Learning Resources Series*
*(Medical Topics)*
*Format: Slide/tape/workbook*

- *Learning Resources Center 1978-79 Catalog and Program Guide*
  *Pertinent Topics*

- *Applause: 7 Steps to Effective Speech*
  *Videocassette - 26 min.*
  *Available - 16mm film Rent or purchase*
  *CRM/McGraw Hill Film, Inc.*

- *Your Slide Show and How to Produce It*
  *Slide/tape 15 min. - 74 slides*
  *Available - Singer Education Systems*

*American Medical Association*
*Leo L. Leveridge, M.D.*
*Assistant Director*
*535 N. Dearborn St.*
*Chicago, Illinois 60610*

- *"Criteria for Design, Production and Analytic Appraisal of Dynamic Audiovisual Materials*
  *(A Self-Instructional Package for Bio-Communication)*
  *Not available yet, but will be June/1978*
  *16mm film with accompanying interactive manual (no charge)*
  *Latest version uses PLATO managed (computer controlled) videodisc and manual*

*Formerly:*
*(Association of American Medical Colleges)*

*New Address:*
*National Center for Faculty Development*
*Hilliard Jason*
*Director*
*Division of Faculty Development*
*University of Miami School of Medicine*
*P.O. Box 016960*
*Miami, Florida 33101*

- *Will send a set of bibliographies that they have developed.*

*Center for Personalized Instruction*
*Georgetown University*
*Washington, D.C. 20057*

- *Sponsor annual workshops on personalized instruction procedures in higher education and holds an annual conference.*
  *Publications - Journal of Personalized Instruction*
  *PSI Newsletter*

- *Three media presentations are also available:*
  1. *The Personalized System of Instruction: A New Idea in Education*
  2. *PSI: Reviews background and development of PSI*
  3. *Comments on Education: Reviews contributions of leaders in field of instructional innovation*

*Communication and Education Assoc.*
*1323 Park Ridge Place*
*Cincinnati, Ohio 45208*

- *Book: Assessing and Developing Faculty Performance: Principles and Models*
  *Anthony F. Grasha*

*Hanson, Silver and Associates, Inc.*
*Box 402*
*Moorestown, New Jersey*

- *Present three day workshops entitled, "Training/Learning and Curriculum." The workshops are designed to help the medical educator create more effective instructional programs. The system is based on the diagnosis of individual learning styles.*

*Mager Association, Inc.*
*Robert F. Mager*
*13245 Rhoda Drive*
*Los Altos Hills, CA 94022*

- *Instructional Module Development*
  *(7-10 day course - construct 2 modules)*
  *Villa Hotel*
  *San Mateo, CA*
  *1978 Rates $22/single-$27/double*
  *Tuition - $700 (2 weeks)*
  *$475 (1 week)*

- *Option to Purchase*
  - *Course Manager Manual/$85*
  - *Participant Manual/$65*
    *(Includes criterion tests and self-evaluation pages)*
  - *Master Progress Plotter/$2*
    *(Package of 10)*

*National Information Center*
*For Educational Media*
*University of South California*
*University Park*
*Los Angeles, CA 90007*

- *NICEM is now the world's largest computer based index system of AV materials. Has produced a series of master indexes which describe AV materials available to the educational community, and provides custom-cataloging service that lists holdings of individual users.*
  **Library must be a subscriber to have a search done.*
  **Titles of Indexes (available in bookcopy or microfiche)*

- *Index to 16mm Educational Films*
  $109.50 100,000 annotated entries
  67.50

- *Index to 35mm Educational Filmstrips*
  $ 86.50 70,000 annotated entries
  45.50

- *Index to Educational Overhead Transparencies (2 vol.)*
  $ 75.50 60,000 annotated entries
  39.50

- *Index to Educational Audio Tapes*
  $ 47.00 28,000 annotated entries
  23.50

- *Index to Educational Audio Tapes*
  $ 29.50
  14.50 15,000 annotated entries

- *Index to Educational Records*
  $ 51.00 25,000 annotated entries
  26.00

- *Index to 8mm Motion Cartridges*
  $ 47.00 26,000 annotated entries
  23.50

- *Index to Educational Slides*
  $ 42.50 28,000 annotated entries
  22.00

- *Index to Producers and Distributors*
  $ 21.50 16,000 annotated entries
  11.00

*MULTIMEDIA INDEXES*

- *Index to Psychology*
  $ 47.00 28,000 annotated entries
  23.50

- *Index to Vocational & Technical Education*
  $ 47.00 32,000 annotated entries
  23.00

- *Index to Health & Safety Education*
  $ 47.00 33,000 annotated entries
  23.00

- *Index to Environmental Studies*
  *$ 34.50* *26,000 annotated entries*
  *18.50*
- **NEW*
- *Index to Free Educational Material*
  *$ 26.50* *over 10,000 titles*

*POD Network*
*(Professional and Organizational Development Network in Higher Education)*
*Mary Lynn Crow*
*Faculty Development Resource Center*
*Suite 2*
*Library Basement*
*University of Texas at Arlington*
*Arlington, Texas 76019*

- *Annual fee: $20*
  *Sponsors Annual National Convention on Faculty Development*
  *November 5-8, 1978*
  *Grand Lake of the Cherokees, Oklahoma*
  *Title: Current Practice and Issues on Professional Development*

*Projects for Educational Development*
*Sam Lane, Ph.D.*
*Co-Director*
*1836 Euclide Avenue*
*Cleveland, Ohio 44115*

- *Six slide/tape packages:*
  *Also included are: workbooks, exercises and bibliography. (Currently field-testing, hope to have them produced by September 1, 1978.*
- *A Systematic Approach to Teaching*
- *Defining Objectives*
- *Teaching Techniques*
- *Testing and Grading*
- *The Adult Learner*
- *Establishing Conditions for Learning*

*Quercus Corporation*
*Marjorie Kelley, Ed.D.*
*President*
*2768 Pineridge Road*
*Castro Valley, CA 94546*

- *Videotape: Patient Management*
  *Includes techniques on preparing, dismissing and interacting with adult and child patients.*
  *Student syllabus - $4.45*
  *Videotape, 20 min/$52.00*
  *Rental and Preview Policy: $20/Tape rental for 2 weeks. May be applied to purchase.*
- *Faculty Training*
  *Teaching and Learning with Project ACORDE, is a one to two day inservice training program that begins with a colorful craft that puts the teacher in the learner's position. This session serves to relate elements of teaching and learning as subsequent sessions focus on questioning techniques, criteria, evaluation, motor skills, demonstrations, small group discussions, models, and adapting teaching strategies to the learning situation. This workshop is a participation workshop - the participant is active - there are no lectures, but ideas are illustrated with videotapes.*

*The cost of the workshop is based on transportation and per diem for the workshop leader and a small fee per participant. For detailed information write or telephone Quercus Corporation.*

*"Take Two" - Videotape Production*
*This workshop centers on the roles, activities and responsibilities of the dental instructors and the technical staff. Planning efficiently, writing scripts, conducting practice sessions, placing the camera, recording the procedure, editing the tape, writing and recording narrations are learned through the actual production of a videotape. Workshop may include professional and technical personnel.*

*The cost of the workshop is based on transportation and per diem for the workshop leader(s) and a small fee per participant. For detailed information write or telephone Quercus Corporation.*

*Consultant Services*
*Consultant services are available for educational design, writing syllabi, laboratory manuals, criteria identification, student evaluation systems, and media production. For services tailored to institutional, faculty and student needs telephone or write Quercus Corporation.*

*University Consortium for Instructional Development and Technology*
*Dr. Robert Casey*
*Dept. of Instructional Technology*
*801 D. Waite Phillips Hall*
*University of Southern California*
*Los Angeles, CA 90007*

- *5 Modules*
  *Slides/Tape Packages*
  *Printed material*
  *Workbook*
- *Organizing and Managing*
- *Objectives and Media*
- *Strategies*
- *Evaluation*
- *Diffusion Strategies*

*FEDERAL GOVERNMENT*

*Academy of Health Sciences*
*United States Army*
*Howard D. Gutin*
*LTC, MSC*
*Chief, Health Sciences Media Division*
*Ft Sam Houston, Texas 78234*

*No basic catalog of programs - supply exhausted.*

*Request procedure:*

- *Give program numbers and titles.*

- *Send sufficient videotape/videocassettes to copy desired programs.*

*Address:*

*Superintendent*
*Academy of Health Sciences, U.S. Army*
*ATTN: HSA-2MD*
*Fort Sam Houston, Texas 78234*

*GEARED TO CONTINUING EDUCATION*

- *CME #45*
  *Organization and Ad. of Health Care Service - New Dimensions and Directions.*

- *Videotape #VT526*
  *Interpersonal Skills: Attending Behavior*
  *(Re: Interviewing and Counselling)*
  *1973 - 12:47 min. - color*

- *Videotape #VT527*
  *Interpersonal Skills: Minimal Encourages to Talk*
  *(Re: Interviewing and Counselling)*
  *1973 - 04:47 min. - color*

- *Interpersonal Skills: Open-Ended Questions*
  *(Re: Interviewing and Counselling)*
  *1973 - 07:08 min. - color*

- *#448*
  *Incident on Ward 14B*

- *#635*
  *The Feeling of Rejection (DAMP/TVPP)*

- *#636*
  *The Feeling of Hostility (DAMP/TVPP)*

- *#804*
  *Patient Behaviors*

- *Videotape #LPVT 1023*
  *Case Conference - Patient #1*
  *Symptoms or (Paranoid Personality)*
  *1976 - 11:57 min. - color*

- Videotape #LPVT 1024
  Case Conference - Patient
  #2 (Psychotic Depression)
  1976 - 11:34 min. - color

- Videotape #LPVT 1025
  Case Conference
  Patient #3 (Paranoid Schizophrenic)
  1976 - 14:00 min. - color

Dept. of the Army
Henry Stranu
Chief, Training Material
Support Detachment
ATTN: ATT SC-TP-TM
Tobyhanna, PA 18466

Catalog (Free loan basis)
Training and AV Support Center (TASC)
Bldg. 2016
ATTN: AF-Z6-PTS-T
Fort Sam Houston, Texas 78234

- Index of Army Motion Pictures for Public - Non-Profit Use - 1977

- TF8-4917
  Assessing the Patients Needs
  Color - 25 min. - 1975
  Techniques of gathering information for a medical history

- The Army's Family Practice Program
  Color - 28 min. - 1975
  Treatment of the Whole Person

- Series of Film on Reliability
  Examples Reliability - Reliability Analysis
  Color - 30 min. - 1962
  MF 11-9703
  Regression techniques, design improvement analysis, Monte Carlo Technique

- Reliability Testing
  MF 11-9704
  Color - 29 min. - 1964
  Fundamentals of test design, factors which influence test design, use of sequential test techniques when sample sizes are limited.

- The Application of Reliability Data
  Color - 22 min. - 1966
  Design, development, production and use of weapon system

- Series on Writing Technique and Style

- Military Instruction - Part I - Principles of Learning
  TF 21-2301
  B&W - 23 min. - 1956
  Motivation, objective, doing, realism, stimulating the student.

- *Military Instruction - Part II - The Stages of Instruction - Preparation*
  *TF 21-2312*
  *B&W - 12 min. - 1956*
  *Lesson Plan, Selection of Material, Rehearsing*

- *Presentation - TF 21-2203*
  *Intro, Exp. and Summary*
  *B&W - 12 min. - 1956*

- *Mil. Inst. - Application, Exam. and Review or Critique - TF 21-2304*
  *B&W - 20 min. - 1956*

*DHEW*
*Public Health Service*
*Health Resources Administration*
*Galen B. Warren, D.M.D., M.P.H.*
*Project Officer, Communications Technology Satellite Dental Experiment*
*Education Development Branch*
*Division of Dentistry*
*Hyattsville, Maryland 20782*

*Videotapes:*
- *Dental Practice Analysis Through Computer Simulation*

- *Custom Design and Equipping of the Modern Dental Practice*

- *Management Principles on Dental Practice -*

*(Should be available by November)*

*Cost: Approximately $80/tape hour.*

*U.S. Dept. of Health, Ed. and Welfare*
*Public Health Service*
*Health Resources Ad.*
*Bethesda, Maryland 20014*

- *New Mandate for Manpower (Good updating intro. on educational ideas in the Health Sciences.*

- *A) Analysis and Planning for Improved Distribution of Nursing Personnel and Services: Inventory, of Innovation in Nursing (DHEW Pub. No. HRA-77-2)*

- *B) Analysis and Planning for Improved Distribution of Nursing Personnel and Services: National Conference (DHEW Pub. No. HRA-77-3)*

- *C) A Roster of Placement Program Which Assist In Placing Health Professions Students in Shortage Areas; A Listing of Incentive Programs*

- *D) Guide for Establishing Placement Services Which Place Health Professionals in Shortage Areas. Add: National Health Council*
  *1740 Broadway*
  *New York, N.Y. 10019*

- *E) "A Credentialing Health Manpower (DHEW Pub. No. OS-77-50057) (Move Toward Competency Based Performance)*
- *F) State Regulation of Health Manpower (DHEW Pub. No. HRA-77-49)*
- *G) Competence in the Medical Professions: A Strategy (DHEW Pub. No. HRA-77-35)*
- *H) Lister Hill Center for Biomedical Communications of the National Institutes of Health in Bethesda, Maryland (Sept. 1977) Contin. Ed. Course*
    1. *"Dental Practice Analysis Through Computer Simulation"*
    2. *Management Principles in Dental Practice.*
- *I) Dental Delivery Systems Terminology (DHEW) Pub. No. HRA-77-6 (identifies 19 distinct dental delivery systems)*

*ERIC*
*Clearinghouse on Higher Education*
*The George Washington University*
*1 Dupont Circle, Suite 630*
*Washington, D.C. 20036*

*Will conduct bibliographic searches on Faculty Development Topics*

- *Research Report*
  *Faculty Development and Evaluation in Higher Education by Smith, A., 1976 $3.00*

*ERIC Clearinghouse*
*on Information Resources*
*Syracuse University*
*School of Education*
*Syracuse, N. Y 13210*

- *Has an occasional newsletter*
- *Bibliography of Current Literature in Higher Education Field*

*Library of Congress Catalogs*
*Films and Other Materials for Projection*
*Library of Congress Washington, 1975*

*Resource that lists AV material that has educational or instructional value. Below are examples of entries from the 1975 catalog.*

*Included in the catalog is an address list of all the publishers.*

*Minicourse 9; Higher Cognitive Advanced Levels*

*1972 Movie*
*Introduction*
*Far West Lab for Ed. RHD*
*Released/Macmillan Co. 1972*
*866 3rd Avenue*
*N.Y, N.Y. 10022*

- *Tea. shown how to use evaluative ques. - students are asked to evaluate issues including ques. about works of art. - 16 min.*

*Effective Use of Visual Aids*

*20*
*Trans.*
*1973*
*Color*
*Lansford Pub. Co.*
*Harold Hailer*
*2516 Lansford Avenue*
*San Jose, CA 95125*

- *Describes equipment selection and placement for most effective use of visual aids on teaching, and other presentation situations.*

*Change - Training Teachers for Innovation*
*1971 IDEA*
*Movie*
*27 min.*
*Color*
- *Illustrates the employment of 2 techniques designed to help people think positively about new methods.*

*Atmosphere of Greatness*
*1973 Achievement Motivation*
*Movie Made by Sport Films and Talents*
*30 min Attainment Institute, 1973*
*Color Released by Bob Richards*
*400 2nd Avenue South*
*Minneapolis, Minn. 55401*
- *Narrated by Bob Richards, olympic champion- failure can affect motivation for success.*

*Perception and Communication*
*1966 Ohio St. Un. Dept. of Photog., 1966*
*Movie*
*28 min Released by National Audiovisual*
*B & W Center*
*With General Services Adm.*
*Color Washington, D.C. 20409*
*Sequence*
- *Shows how human perception affects the communication process and the individuals concept of reality. Introduces cog. and transactional theories of perception.*

*Writing and Using Performance Objectives*
*1973 Lansford Pub. Co.*
*Trans. 2516 Lansford Avenue*
*15 min San Jose, CA 95125*
*Color*
*Teachers*
*Guide*
- *Illus. detailed, step-by-step writing of performance objectives on cognitive and affective domain.*

*Writing Behavioral Objectives - An Introduction*
*1972 Lansford Pub. Co.*
*Trans. 2516 Lansford Avenue*
*15 min San Jose, CA 95125*
*Color*
*Teachers Guide*
- *A teachers training film*

*Writing Behavioral Objectives - Application to College Students*
*1973 Lansford Pub. Co.*
*Trans. 2516 Lansford Avenue*
*10 min San Jose, CA 95125*
*Color*
*Teachers Guide*
- *Teacher training*

*Writing Objectives for Improved Instruction*

- *Multimedia kit - gives instruction on all 3 domains in all subj. at all levels.*

*1972*
*Film-strip*
*23 fr*
*Color*
*1 Cass.*
*13 min*

*Career Aids*
*5024 Lankershim Blvd.*
*North Hollywood, CA 91601*

*Writing Tests Which Measure Objectives*

- *A teacher training film - describes the use of the item - form approach in preparing tests.*

*1977*
*Film-strip*
*60 fr*
*Color*
*1 reel*
*30 min*

*W. James Popham*
*Vimcet*

*Alternative Avenues to Educational Accountability*

- *A teacher training film - examines 3 forms of accountability/ personal, professional and public - advantages and disadvantages of each system.*

*1977*
*Film-strip*
*37 fr*
*Color*
*1 reel*
*30 min*

*W. James Popham*
*Vimcet*

*Education - no more Teachers, no more Books*

- *Deals with the future of Ed. and Teaching Institutions*

*1972*
*Movie*
*Color*
*22 min*

*Hobel-Leiterman Production, Toronto*
*21 Woodlawn Avenue, East*
*Toronto, Ontario*

*Alternative Measurement Tactics for Educational Evaluation*

- *A teacher-training film. Presents a four category/conceptual system for describing and generating the diverse types of ed. meas. schemes which should be used in systematic ed. evaluation.*

*1972*
*Film-strip*
*35 fr*
*Phono-tape*
*30 min*
***Ins**tructors Guide*

*W. James Popham*
*Made by Consolidated Film,*
*Released by Vimcet Assoc.*
*P.O. Box 24714*
*Los Angeles, CA 90024*

*Current Conceptions of Educational Evaluation*

- *A teacher-training film. Examines 4 current concepts of ed. eval. compares measurement and eval., form and summative eval., process and product criteria, and evaluation as an assessment of merit and as an aid to decision makers.*

*1972*
*Film-strip*
*35 fr*
*phono-tape*
*30 min*
***Instructors** Manual*

*Popham, W.*

*Techniques for Measuring Affective Behavior*

*1973*
*Film-strip*
*53 fr*
*Color*
*1 Cass.*
*30 min*
*Meas.*

*Multi Media Assoc.*
*Released by*
*M.M.A./Ed. Innovators Press*
*Box 5097*
*Stanford, CA 95405*

*Techniques for Measuring Cognitive Behavior*

*1973*
*Film-strip*
*55 fr*
*Color*
*1 Cass.*
*30 min*

*National Audiovisual Center (NAC)*
*General Services Administration*
*Order Section/BB*
*Washington, D.C. 20409*

*Returned a computer printout of AV materials searched under the subject Education - specific titles requested in this area were:*

- *Teacher and Teaching*
- *Technology*
- *Instructional Techniques*

**They will research up to 10 titles at a time.*

*Rental and purchase policy:*

*Rental - only 16mm film*
*Purchase - all other AV material*

**Some U.S. Government agencies have deposited motion picture films on a free loan basis. Correspondence concerning loan of these films should be addressed to:*

*National Audiovisual Center (NAC)*
*General Services Administration*
*ATTN: Order Section, NACDO*
*Washington, D.C. 20409*

*Sample of pertinent titles encountered:*

*Symbols: FS = Filmstrip*
*MP = Motion Picture*
*VC = Videocassette*

*Teacher and Teaching*

- *case Method of Instruction*
  *#203100-0000-USA-1959 MP*

- Preparation of Teachers
  #603039-0000-USDS-1950 MP
- Teacher and Technology - The Pts 1 & 2
  #003632-0000-OSUDP-1966 MP
- Teacher Support
  #004564-0000-USBEH-1973 MP
- What is Teaching? What is Learning?
  #002227-0000-USNIMH-1971 MP

Technology:

- Communication Theory and the New Educational Media - A Series
  #234510-000-OSUDP-1969 MP
- Educational Technology
  #000332-0000-USBEH MP
- I Like the Overhead Projector Because
  #010260-0000-CT SERC-1977 MP
- Making Composite Color Slides With A Rear Projection System
  #008476-0000-USNMAC-1976 VC
- Perception and Communication
  #009841-0000-USNASA-1975 MP

Instructional Techniques

- Changing Role of the Instructor
  #008598-0000-USAF-1975 VC
- College Teaching with Television- An Inter-Institutional Approach
  #003644-0000-USOE MP
- Communication Theory and the New Educational Media - A Series
  #234510-0000-OSUDP-1969 MP
- Criterion Objectives - Key to Success
  #008608-0000-USAF-1972 VC
- Criterion-Referenced Testing
  #008599-0000-USAF-1974 VC
- Educational Diagnosis
  #003392-0000-USBEH MP
- Educational Technology
  #000332-0000-USBEH MP
- Instructional System Development - The Process
  #009963-0000-USAF-1972 MP
- Instructor Directed Television
  #003633-0000-USOE-1968 MP
- Systems for Precise Observations for Teachers - A Series
  #007367-0000-USOE-1970 MP
- Team Analysis and Learning
  #004686-0000-USOE- MP

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*National Medical Audiovisual Center*
*Alice Robinson*
*Training Asst.*
*Educational Training and Consultation Branch*
*Medical AV Center (Annex)*
*Station K*
*Atlanta, Ga 30324*

*Video Tapes:*

- *Dr. Smith's Test or Unfair Test*
- *Storyboarding/Visualizing Virtues*
- *Learning Objectives*
- *Testing*

*Procedure:*

*Agree to be a Regional Teacher Training Center for NMAC*

- *They conduct a workshop*
- *you receive tapes free and workshop materials upon consent of presenting the workshop once locally and once regionally*

*National Medical Audiovisual Center*
*Phyllis A. Banks*
*Medical AV Center (Annex)*
*Station K*
*Atlanta, GA 30324*

*Received:*

*Annotated Bibliography*

- *Section A*
  *Reports literature which relates directly to courses designed to teach interpersonal skills to health professionals using videotechnology*
- *Section B*
  *Reports literature which relates to research on the teaching of interpersonal skills. Contains references to the use of videotechnology either on the research or on the teaching of interpersonal skills.*
- *Section C*
  *Literature on the use and/or teaching of interpersonal skills by health professionals.*
- *Section D*
  *Focuses on the use of videoteaching with other types of professionals and patient populations.*
- *Section E*
  *Books used in course to teach interpersonal skills.*

*Materials Utilization Branch*
*NMAC Annex*
*Station K*
*Atlanta, GA 30324*

- *Series of Videotapes*
  *Available 1978 or 1979*
- *Overview*
- *Preparing for Instruction*
- *Implementing Instruction*
- *Monitoring and Feedback*
- *Basic Interpersonal Skills*
- *Process Awareness*
- *Using Video Technology*

- 16mm or 3/4 in. videocassette
  Making of a Clinician: Teaching the Medical Student to Teach

  Part I (T-3539A) (V-3539A)
  56 min/B&W
  Dr. David Seegal, M.C.
  Columbia Un., explains his favorite formula for teaching medical students

  Part II (T-3439B) (V-3439B)
  30 min/B&W
  Seegal describes self-evaluation for medical students.

U.S. Dept HEW
Public Health Service
National Inst of Health
National Med AV Center
Atlanta, GA 30333

Report

- Instructional Technology in the Health Sciences
  Final Report, 1977
- Instructional Technology in the Health Services
  (State of the art survey)

Superintendent of Documents
U.S. Government Printing Office
Washington, D.C. 20402

Catalog:

Catalog of NIE (National Institute of Education)
Education Products, 1975
Vol. 1-S/W017-080-01555-2 $10/ea
Vol. 2-S/W017-080-01556-1 $12/ea

Veterans Administration
Washington, D.C. 20420

Guide:

Program Guide
Nursing Service
Guidelines for Continuing Education

Veterans Administration
Robert B. Shamaskin
Deputy Director
Learning Resources Service
Dept. of Medicine & Surgery
Washington, D.C. 20420

Report:

Exchange of Medical Information Program Annual Report 1977

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## *Foundations*

*The Danforth Foundation*
*Warren Bryan Martin*
*Vice President and Director*
*Danforth Graduate Fellowship Program*
*222 So. Central Ave.*
*St. Louis, Miss. 63105*

*Two Danforth-funded centers that have been active in the preparation of AV materials concerning teacher education:*

*Northwestern University*

- *Center for the Teaching Professions*
  *Dr. Claude Mathis, Director*
  *Northwestern Un.*
  *2003 Sheridan Road*
  *Evanston, Illinois 60201*
  *(Mathis and his colleague, Robert Menges, have produced "Video Vingettes" of critical incidents in teaching. These have been successfully used in faculty development workshops.)*

- *Harvard-Danforth Center for Teaching and Learning*
  *Dr. Dean Whitla, Director*
  *11 University Hall*
  *Harvard Un.*
  *Cambridge, Mass. 02138*
  *(Emphasis has been on videotaping teaching assistants and junior faculty-as an element in professional development.)*

*Exxon Educational Foundation*
*111 West 49th Street*
*New York, N.Y. 10020*

*Direct Free Film Requests to:*

*Film Scheduling Center*
*Modern Talking Picture Service, Inc.*
*2323 New Hyde Park Rd.*
*New Hyde Park, New York 11040*
*(516) 488-3810*

*16mm color films available on free loan:*

- *Tips (Computer Based Instruction Management - Dr. A. Kelley) #31863*
- *Guided Design #31864 (working in small groups)*
- *Student to Student Counselling #10356 (training and use of peer counselling)*

*Request policy:*

- *specify showing date and alternate show date*
- *should reach office 3 weeks prior to show date*
- *identify film by number and title*
- *booking can be arranged by phone 10 days prior to show date*

Kellogg Foundation
John R. Wilson
Kcrche-Kansas City
Regional Council for Higher Education
912 East 63rd Street
Kansas City, Missouri 64110

- Kcrche/Kellogg Dissemination Project. This project assists 21 college consortia in the development of professional development programs. Assistance involves workshops and consultation services.

## *Publishing Companies*

*Aldine Publishing Co.*
*Elizabeth A. Martin*
*AV Sales Coordinator*
*529 S. Wabash Avenue*
*Chicago, Illinois 60605*

*Preview Policy:*

*Free 10 day preview*

*Self Instructional Programs*
*(Teaching Methods for Health Professions and Faculty)*

*Color Videotapes and Instructional Guides*

*Topics*

- *Improving Lecture Skills $660.*
  *(2 videotapes and manual)*
- *Instructor Plays Patient Using Simulation for Case $340.*
- *Verbal Questionning in Clinical and Classroom Teaching $340.*
  *(videotape and manual)*
- *Discussion Leading*
  *(videotape and manual)*
- *Planning Instructional Materials*
  *(videotape)*

*These tapes were produced by:*

*University of Illinois Medical Center*
*Center for Educational Development*
*833 So. Woods St.*
*Chicago, Illinois 60612*

*N.B. additional tapes will be available within 6-12 months.*

*Vimcet Assoc.*
*P.O. Box 24714*
*Los Angeles, CA 20024*

*Several film strip audio tape program useful in Teachers Education*

*Table III*

*Suggested Resources for keeping current in the instructional development field. Subject headings included will be: Associations, Books, Newsletters, and Publications.*

## *ASSOCIATIONS*

*American Educational Research Assoc.*
*1126 16th Street, N.W.*
*Washington, D.C. 20036*

*Association of American Medical Colleges*
*Suite 200*
*One Dupont Circle, N.W.*
*Washington, D.C. 20036*

*Association for Educational Communications and Technology*
*(Division of Instructional Development)*
*1201 16th Street, N.W.*
*Washington, D.C. 20036*

*Association for Supervision and Curriculum Development*
*1701 K Street, N.W. Suite 1100*
*Washington, D.C. 20006*

*Health Science Communications Association*
*P. O. Box 79*
*Milbrae, California 94030*

*National Society for Performance in Instruction*
*P. O. Box 137 - Cardinal Station*
*Washington, D.C. 20017*

## *JOURNALS*

*British Journal of Educational Technology*

*Change Magazine*

*Educational Horizons*

*Educational Technology*

*Health Care Education*
*Biomedical Communication*
*(Free as part of membership in Health Ed. Media Association of Atlanta, Georgia)*

*Journal of the Health Sciences*

*Journal of Medical Education*

*Journal of Dental Education*

*Journal of Personalized Instruction*

*Phi Delta Kappan*

## *NEWSLETTERS*

*AERA*
*New division:*
*Division I (Ed. in the Professions)*
*(Pub. a newsletter) $5.00/3 issues*
*contact:*
*Gary M. Arsham, M.D.*
*Chairman, Joint Council on Ed.*
*Pacific Med. Center*
*P. O. Box 7999*
*San Francisco, California 94120*
*(Special Interest Group in Health Professions Education)*

*Media News Clips, Inc.*
*P. O. Box 510*
*Naperville, Illinois 60540*
*Price: $75.00/1 year $140.00/2 years*
*(Monthly audio-visual reference newsletter)*

*NICEM Newsletter*
*University of Southern California*
*National Information Center for Education Media*
*Los Angeles, California 90007*
**Free*

*PIRT*
*(Project on Institutional Renewal Through the Improvement of Teaching)*
*Sponsored by Society for Values in Higher Education*
*Project Director: Jerry G. Gaff*
*Project on Institutional Renewal*
*Through the Improvement of Teaching*
*1818 R Street, N.W.*
*Washington, D.C. 20009*
*(Published to improve the quality of teaching and learning in institutions of higher education and to help make institutions more hospitable to such values.)*

*PSI Newsletter*
*(Personalized System of Instruction)*
*Price: $4.00/1 year*
*(Quarterly companion publication to the Journal of Personalized Instruction)*
*Center for Personalized Instruction*
*Georgetown University*
*Washington, D.C. 20057*

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One Dupont Circle, N.W., Suite 320
Washington, D.C. 20036

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